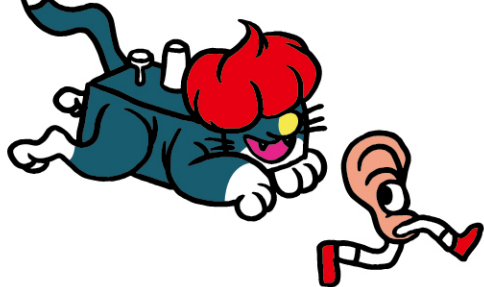




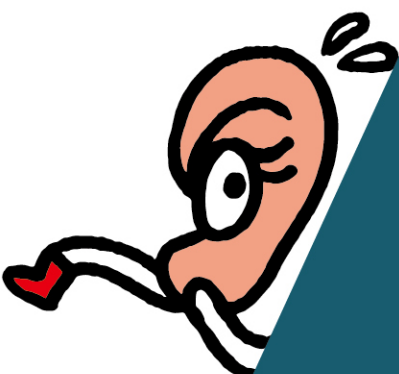
# 「滑耳音」 廠牌計劃

2019/20



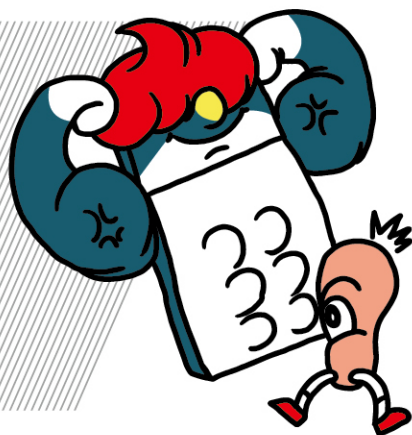


# 用音樂捉伊人





# 音樂力量，生新不息



「用音樂捉伊人」是搶耳音樂廠牌計劃2019/20的宣傳標語，捉伊人，又名捉迷藏，大家都愛讀成「捉伊因」，只因我們相信本地玩創音樂的「臥虎藏龍」比比皆是。另外，「所謂伊人，在水一方」，「伊人」也譬喻知音人、粉絲，是音樂人的堅實後盾。搶耳音樂廠牌計劃的核心，是要培訓音樂人不再等待，主動追尋自己的「伊人」。

音樂伊人，驚艷不絕。自2019年4月開玩試音，喜見本地音樂新生代有幾多元化，音樂世界可以有多大，你種你的花，我種我的花，會有許多不同嗎？由最平易近人的Pop Rock、Indie Pop、Groovy Pop、Hip Hop、Funk、Alternative Rock或City Folk，以至型格系的City Pop、Neo Soul、80's Retro、Lo-Fi Electro，就連本地罕見的Krautrock混合Experimental迷幻純音樂，紛紛登門造訪，百分百搶耳奪目，成功用音樂捉伊人齊來聚首玩樂。

俗語有云「捉到鹿唔識脫角」，想真一點，其實未嘗不是好人好事，如是者，「捉到伊人學識做主角」亦是「搶耳音樂廠牌計劃」的樂人樂事，無論在創作迷路上得到師友導航，參加音響工程、現場演出工作坊以提升能力，或是透過廠牌訓練營以傳授廠牌增值竅門，業界內外認知了解，一眾音樂人沿途循序「升呢」，知己知彼，齊上齊樂，尋得「伊人」，最終成為舞台上發光發熱的焦點主角。

音樂力量，生「新」不息！時代是好是壞，萬物也得以傳承，正如每個年代都總有屬於自己的音樂時代曲，如此記錄時代的音樂力量，代代相傳，接力延伸，既是生生不息，也是生「新」不息，一起繼續追尋，用音樂捉伊人！

**陳嘉**  
**Charming Way**  
**Clave**  
**Club Fiasco**  
**Delta T**  
**eli**  
**何英瑋與牧民**  
**iii**

**Luna Is A Bep**  
**SAGAS**  
**Senza A Cappella**  
**SUNSET OR RISE**  
**The Flashback**  
**The Hertz**  
**假日貞操**  
**VIRT**  
**Wake In Silence**  
**楊雅餘**







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## 搶耳音樂廠牌計劃 EAR UP RECORD LABEL CREATION AND INCUBATION PROGRAM 2019/20

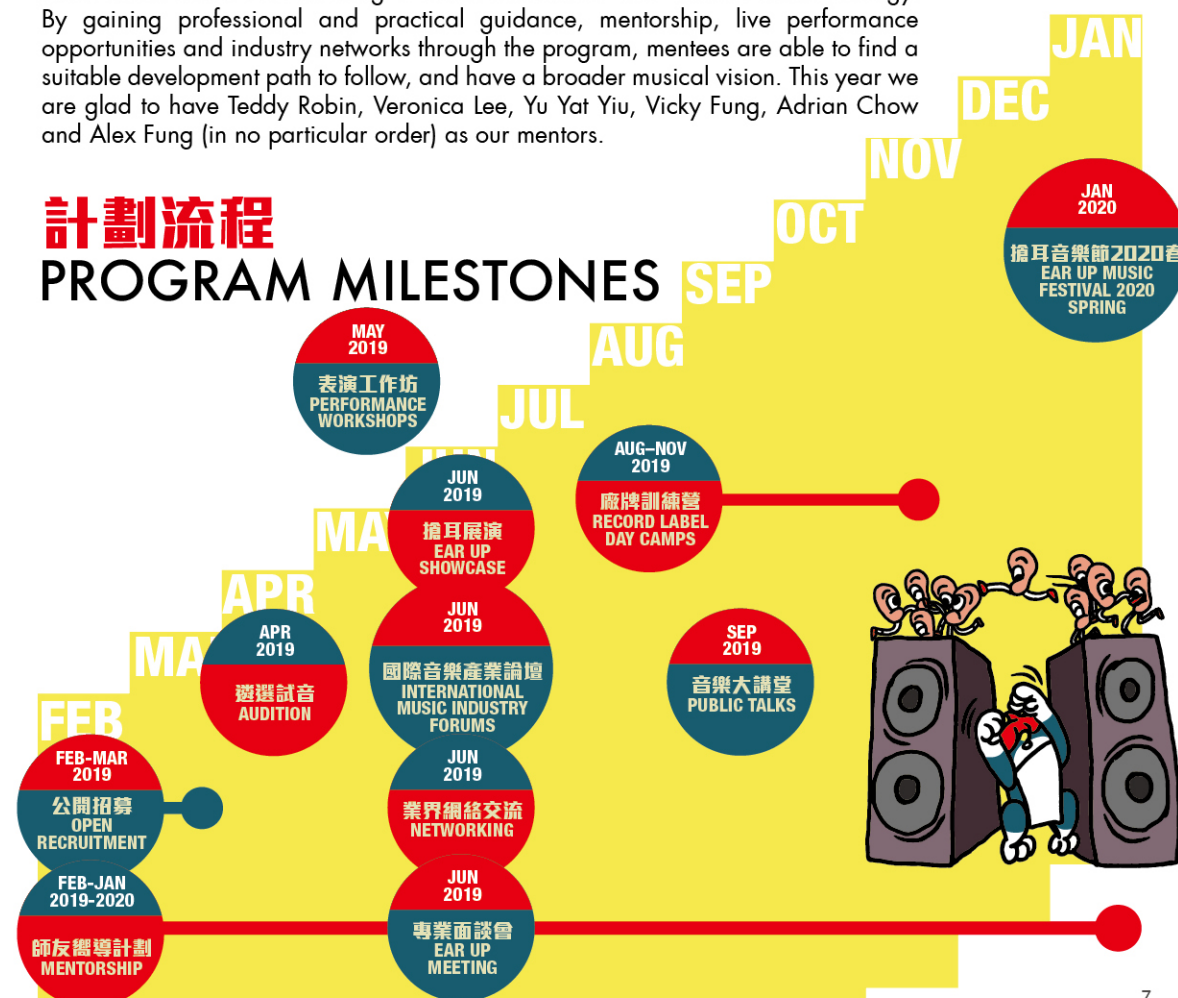


搶耳廠牌計劃  
EAR UP INCUBATION

數碼科技和青年文化帶來音樂產業的大轉型，也令獨立音樂遍地開花。文藝復興基金會聯合產業界、學術界及創作界，呼應新音樂時代，在香港特別行政區政府「創意香港」的贊助下，培育及孵化中小音樂廠牌，豐富香港音樂產業及文化生態。在此背景下誕生的「搶耳音樂廠牌計劃」踏入第三屆，計劃為有志於以廠牌模式營運音樂的香港青年創作人提供平台，透過提供專業指導、演出機會和業界網絡等方式，協助他們找到適合自己的發展模式，擁有更廣闊的音樂視野和發展機會。今年的音樂指導陣容是泰迪羅賓、李端嫻、于逸堯、馮穎琪、周博賢、馮翰銘等（排名不分先後）。

Ear Up Record Label Creation and Incubation Program (Ear Up Incubation) is in its third year. The program aims at providing a platform for empowering local young indie music talent and creating a more sustainable and diverse music ecology. By gaining professional and practical guidance, mentorship, live performance opportunities and industry networks through the program, mentees are able to find a suitable development path to follow, and have a broader musical vision. This year we are glad to have Teddy Robin, Veronica Lee, Yu Yat Yiu, Vicky Fung, Adrian Chow and Alex Fung (in no particular order) as our mentors.

## 計劃流程 PROGRAM MILESTONES





# 遴選試音 AUDITION

搶耳音樂廠牌計劃2019/20收到超過100組音樂單位的報名申請，其中24個有潛質的音樂單位獲邀於中環藝穗會奶庫進行試音面試。專業評審團綜合申請者的現場試音表現，最終評選出18個入圍單位，成為搶耳單位。





# 師友嚮導計劃 MENTORSHIP

師友嚮導計劃邀請6位音樂業界專業人士，各分別與3個搶耳單位配對，以導師身份沿途給予搶耳單位意見及作出指導。



泰迪羅賓  
Teddy Robin



馮穎琪  
Vicky Fung



李端嫻  
Veronica Lee



于逸堯  
Yu Yat Yiu



馮翰銘  
Alex Fung



周博賢  
Adrian Chow



(導師排名不分先後)



# 表演工作坊

## PERFORMANCE WORKSHOPS

包括「音響工程工作坊」及「現場演出工作坊」兩部份，邀請重量級講者擔任現場指導，配合Live House場地及專業音響設備，讓搶耳單位進行實地表演培訓，提升他們的現場演出能力。

### 【音響工程工作坊】

時間：2019年5月5日

地點：九龍灣國際展貿中心Music Zone

#### 主題1：演出場地音響工程基礎知識

主講人：Mr. So Wang Ip (亞蘇)

Sound Designer and Miso Director

Mr. Tsang Siu Hong (康師父)

Sound System Engineer and Miso Director

#### 主題2：試音及現場演出心得分享

主講人：Feijaiming (肥仔明) @

Gayamyan and Sound Engineer

Mr. Tsang Siu Hong (康師父)

Sound System Engineer and Miso Director

#### 主題3：現場演出技巧分享

主講人：Jan Lo@Qiu Hong and Sound Engineer

Mr. So Wang Ip (亞蘇)

Sound Designer and Miso Director

### 【現場演出工作坊】

時間：2019年5月19日、

2019年5月26日

地點：九龍灣國際展貿中心Music Zone、  
中環藝穗會奶庫

#### 搶耳導師即場指導提點

泰迪羅賓 Teddy Robin

馮穎琪 Vicky Fung

李端嫻 Veronica Lee

于逸堯 Yu Yat Yiu

馮翰銘 Alex Fung

周博賢 Adrian Chow



# 國際音樂產業論壇 INTERNATIONAL MUSIC INDUSTRY FORUMS

## 論壇 1：音樂廠牌與國際巡演

時間：2019年6月5日 14:30 - 16:00

地點：中環藝穗會地下劇場

講者：**Michael LoJudice, USA**

Anniversary Group創辦人及行政總裁

**Pierre A Blanc, France**

Libertalia Music、開關文化及Libertalia Festival行政總裁

**孫怡Su, Mainland**

Space Circle廠牌主理人、惘聞樂隊經紀人

**Piyasu Komaradat (PooM), Thailand**

Parinam Music、Seen Scene Space創辦人及行政總裁

**Vivian Hyunmin Lee, Korea**

東洋標準音響社營運總監及國際音樂活動統籌

**Jeongseok Oh, Korea**

東洋標準音響社創辦人及總監、Rise Again Festival總監

主持：**Edwin Lung**

搶耳全球音樂演出及交流計劃節目總監



## 論壇 2：音樂推廣新模式

時間：2019年6月5日 16:30 - 18:00

地點：中環藝穗會地下劇場

講者：**Christian Kiesler, Germany**

慕尼黑Feierwerk推廣人及節目籌劃

**Sigtryggur Baldursson, Iceland**

Iceland Music董事總經理、  
Sugarcubes and Smekkleysa創辦人之一

**Nathalie von Rotz, UK**

The Great Escape、Mama & Company活動執行

**Jason Mayall, UK**

富士搖滾音樂祭創始人、Smash Corporation UK總監

**Eunhee KIM, Korea**

韓國藝術管理機構 表演藝術推廣組 項目經理

主持：**Jürgen Enninger, Germany**

德國慕尼黑文化和創意產業事務中心主管、  
德國促進創意產業協會發言



## 論壇 3：音樂節與青年文化

時間：2019年6月6日 14:30 - 16:00

地點：中環藝穗會地下劇場

講者：**烏莉雅素 Wuli, Mainland**

摩登天空副總裁、  
Modern Sky Kids親子廠牌主理人

**張柯Zhang Ke, Mainland**

東海音樂節聯合創始人、  
樂音有山清水綠（杭州）文化產業有限公司CEO

**顏廷憲 Sam Yen, Taiwan**

覺醒音樂祭、覺醒大暖祭主辦人

**Andy Jones, UK**

FOCUS Wales聯合創辦人及推廣人

**Kiwoong Kim, Korea**

釜山國際搖滾音樂節主管、項目經理

主持：**Vivian Hyunmin Lee, Korea**

東洋標準音響社營運總監及國際音樂活動統籌





# 國際嘉賓 INTERNATIONAL DELEGATES



Andy Jones – UK 英國

FOCUS Wales 聯合創辦人及推廣人  
Co-Founder & Booker for FOCUS Wales



Andy Jones is the co-founder and music booker for the FOCUS Wales showcase festival. Andy has been working in the music industry for over 15 years; as an artist, label MD, and promoter. He's delivered work for a variety of labels, including dedicated releases in the UK, Germany, Italy and Canada, etc. Through these projects Andy has gained extensive experience of the various sectors, providing his team with a depth of expertise which underpins the delivery of the FOCUS Wales festival.

FOCUS Wales is an annual international showcase festival for the Welsh music industry, and takes place in Wrexham each May, placing the industry spotlight firmly on the talent that Wales has to offer the world. 2020 marks the festival's 10th anniversary year edition, and will welcome over 12,000 festival goers, with over 250+ bands from around the world performing across 20 stages. Alongside the annual festival, FOCUS Wales are now developing an international branch to their work, supporting artists from Wales to export across the globe, with FOCUS Wales showcases to date at SXSW, POP Montreal, BreakOut West, and more projects to be announced.

## SMASH

FUJI ROCK FESTIVAL '19

Jason Mayall – UK 英國

富士搖滾音樂祭創始人、Smash Corporation UK總監  
Founder of Fuji Rock Festival, Director of Smash Corporation UK

Jason Mayall is the director of the London office for Japanese concert promoter Smash Corporation. Established in 1984, Smash promotes concerts and headline tours year-round in Japan, for Red Hot Chili Peppers, Oasis, Bjork, Underworld, Foo Fighters, Muse, Beck and Neil Young amongst hundreds of other musicians. Smash's summer festival, Fuji Rock, began in 1997, and is Asia's biggest outdoor festival, which is held annually in the mountains of Naeba, Niigata.

Jason and the Smash team put together the wildly varied bill each year for many of the stages, with the aim to introduce a colourful mix of acts from around the globe to Japanese audiences.

Jason has also booked several tours for Japanese artists in the UK, including the amazing Shibusashirazu and formidable Tokyo Ska Paradise Orchestra shows at Glastonbury, etc. His extra-curricular activities include managing Solomon Islands bamboo band, Narasirato, co-producing Gaz's Rockin Blues sound system at Notting Hill Carnival and DJing a wide selection of Ska, reggae, blues, soul, funk and championing "Cumbia", the traditional dance music of Columbia.



Christian Kiesler – Germany 德國

德國慕尼黑Feierwerk 推廣人、節目籌劃  
Promoter, booker and curator for Feierwerk

The promoter, booker and curator Christian Kiesler is working for Feierwerk e.V. since 2004, he organizes and takes care for 150 concerts, parties, events and exhibitions at Feierwerk and in several other venues in the city of Munich per year. He also works as a freelancer for the BR, the biggest Bavarian broadcasting station, and promotes a festival in cooperation with the cultural department of the city of Munich.

## THE GREAT ESCAPE

Nathalie von Rotz – UK 英國

活動執行 · 英國倫敦The Great Escape/ Mama & Company  
Event Executive, The Great Escape/ Mama & Company

Nathalie von Rotz has been working for The Great Escape since December 2015 - having started as the Festival's Booking Assistant and then became the Events Executive in 2016. She liaises with all international trade partners, all the partners who have international showcases at The Great Escape such as Canada House, and also UK-based partners, such as AIM, Believe, PRS or AIM. She also oversees the Alternative Escape, which is the official series of shows taking place alongside the core festival program. Before The Great Escape, she worked for the Swiss Music Export office in Zurich Switzerland and various music promoters in London.

The Great Escape is the festival for new music, showcasing 500 emerging artists from all over the world in 30+ walkable venues across the city plus, new for 2018, a festival site on Brighton Beach. It's the first place to discover your new favorite artists and see them in an intimate setting before they go on to headline major festival stages. TGE is also attended by the music industry who are on the hunt for the next big thing. It runs a convention alongside the gigs featuring insightful panels, topical debates, keynote speeches and networking opportunities in abundance.



Michael LoJude – USA 美國

Anniversary Group創始人、CEO  
Founder and CEO of Anniversary Group

Michael LoJude is the Founder and CEO of Anniversary Group, based in New York City. Mr. LoJude has 20+ years of experience in the music industry in the U.S. and mainland China. From 2006-2018, Michael worked at Modern Sky Entertainment of Beijing, first as Director of International and then as GM of North America. Mr. LoJude's experience in the U.S. music industry includes positions in New York at Nasty Little Man, SpinART Records, Hockey Night/Free Energy Inc. and The Mystery Lights LLC.





# 國際嘉賓 INTERNATIONAL DELEGATES



Jürgen Enninger – Germany 德國

德國慕尼黑文化和創意產業事務中心主管、  
德國促進創意產業協會發言人  
Director, Team of Excellence for Culture and Creative Industries, City of Munich, Germany; Speaker, Network of Public Institutions which support Culture and Creative industries (PCI), Germany; Member of the Advisory Board on Cultural Education and Discourse, Goethe Institute, Germany

(photo credit: Jürgen Liebherr)

Jürgen Korbinian Enninger, currently head of the team of excellence for culture and creative industries of the city of Munich, was born in

1968, started his music publishing career in 1994 as publishing assistant at Musikverlage Hans Wewerka, München. After a traineeship in Hong Kong in 1996 at Media Bank Entertainment, he became head of music publishing of ENJA in München, Germany. He became CEO of ENJA RECORDS and ENJA music publishing in 2006.

Jürgen Enninger volunteers since 2004 as speaker of the association of independent music industry in Southern Germany and became member of the board of the Jazz and Worldmusic association of Germany in 2008. Since November 2008, he has also represented the music publishing section of the VUT, the association of the independent music industry in Germany, until 2010 when he became head of the Bavarian office of the federal German initiative for culture and creative industries. In 2015, he moved his focus to the development of urban cultural, economic and real estate perspectives for the creative industries in Munich. In 2016, he was elected as speaker of the German association for promoting creative industries (PCI).



Piyasu Komaradat (Poom) – Thailand 泰國

Parinam Music創始人、CEO  
Founder and CEO of Parinam Music

Piyasu Komaradat is based in Bangkok, Thailand and worked in the music industry for 16 years. He is a founder and the CEO of an independent record label, Parinam Music since 2007. The label has also played a vital role in developing the local scenes, releasing some different and interesting genre music such as Gym and Swim, Seal Pillow, Wave and So, Temp., Folk9 etc.

In parallel with Parinam Music, Piyasu established Seen Scene Space as an independent concert promoter and organizer in 2013. Seen Scene Space archives 33 shows in total since 2013. International musicians/bands who were presented and staged by Seen Scene Space include PREP (UK), HYUKOH (Korea), MONO (Japan), Hippo Campus (USA), PG Lost (Sweden) etc. Moreover, Seen Scene Space is one of collaborations by top 3 Thai concert promoters for international independent music festival named "Maho Rasop Music Festival". Seen Scene Space also annually owns music festival called POW! FEST, which has been organized since 2015. Artists performed in POW! FEST include The fin (Japan), Manic Sheep (Taiwan), MITSUME (Japan), Bed Chamber (Indonesia), I Saw You Yesterday (Japan), Motorama (Russia) and I Mean Us (Taiwan), among others.



Sigtryggur Baldursson – Iceland 冰島

Iceland Music董事總經理、Sugarcubes and Smekkleysa創辦人之一  
Managing director for Iceland Music, Founding member of Sugarcubes and Smekkleysa

Sigtryggur Baldursson is the managing director for Iceland Music, which is a public/private promotion and export office, and educational facility for Icelandic music. He is also a musician and a founding member of the Sugarcubes and the Smekkleysa label in Iceland and sits on various boards on behalf of Iceland Music, both locally and internationally, as Iceland Music is both a partner of

Nomex, the Nordic music alliance and EMEE, the European music export initiative. He is still active as an artist but now mostly in the local and less in the international music scene.

Iceland Music was formed in November 2006 as Útflutningsskrifstofa Íslenskra Tónlistar (ÚTÓN), an export office created by various musical rights holders' societies in partnership with governmental and private funds. In increasing access to information about Icelandic artists and collaborating with partners to promote Icelandic music abroad, Iceland Music increases the visibility of Icelandic music in the international sphere; Icelandic artists performed over 1300 international gigs in 2017 alone.



Zhang Ke (張柯) – Mainland, China 中國內地

東海音樂節聯合創始人、  
樂音有山清水綠(杭州)文化產業有限公司CEO  
Co-founder of East Sea Festival,  
CEO of music on green Cultural industry development CO.LTD

Zhang Ke graduated from Beijing MIDI music school in 2002. From 2003 to 2010, he worked as a professional sound engineer and sound mixer. Main works include: recording and mixing <Don't stop my music> by 'Miserable faith', which was the best rock song and best rock album at the China MIDI music awards; recording and mixing <blooming> by 'Miserable faith', which was the "record of the year" at China MIDI music awards; recording and mixing <the earth maze> by Liu Dongming, which was nominated for the top 10 albums of the Chinese golden melody awards in April and the summer top 10 albums of the Chinese media.

In 2010, Zhang Ke founded the 'LIVE in Gulangyu music festival' and the 'East Sea music festival' the next year. In 2017, the 'East Sea Electronic music festival' and the 'East Sea Nanxijiang new year's eve music festival' were founded. Holding for eight years, 'East Sea music festival' has already become one of the most popular outdoor music festivals in the Mainland.





# 搶耳展演 EAR UP SHOWCASES

18組搶耳單位自行策劃及宣傳展演節目，實踐表演工作坊所學。連續三晚為國際嘉賓及本地樂迷帶來精彩表演，同時擴大了粉絲群。

時間：2019年6月5日-7日 19:00-22:30  
地點：中環藝穗會奶庫

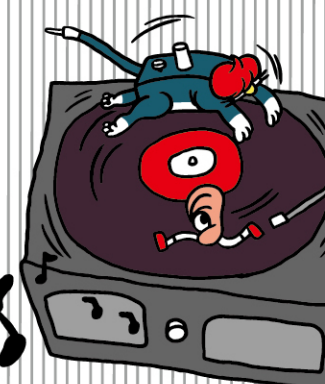
演出單位  
eli  
Luna Is A Bep  
The Hert  
假日貞操  
Club Fiasco  
陳嘉  
楊雅餘  
SAGAS  
VIRT



The Flashback  
何英瑋與牧民  
Wake In Silence  
SENZA A Cappella  
Charming Way  
SUNSET OR RISE  
iii  
Clave  
Delta T



表演嘉賓  
周華欣  
話梅鹿  
Cloudian(Korea)





## 專業面談會 EAR UP MEETING



在每場搶耳展演結束後，國際嘉賓基於搶耳單位於展演中的表現，進行面對面指導，向搶耳單位提供專業意見與改進建議。



## 業界網絡交流會 NETWORKING

在業界網絡交流會中，搶耳單位與國際嘉賓、本地業界人士/音樂人進行了深入交流，建立聯繫，為日後合作創造了更多空間。





# 廠牌訓練營

## RECORD LABEL DAY CAMPS

共8節工作坊，向搶耳單位教授有關音樂創作、形象建設、廠牌建立及營運等不同專業知識，講者並具體分析每組搶耳單位的實際情況，提供專業建議。

時間：2019年8月17日、2019年11月23日

地點：The Hub



### 主題1：巡演管理

講者：Serrini（音樂唱作人）

Yuman Ng（幻想唱片 IMAGINE IMAGINE IMAGINE RECORDS 創辦人）

### 主題2：創立廠牌，你需要知道的財務與版權知識

講者：Raymond Wong（財務顧問）

韋正禮 Ridgely Wei（CASH公開演奏版權及企業發展（教育）部主管）

### 主題3：社交媒體及音樂平台管理

講者：Soft Liu（「雞蛋蒸肉餅」樂隊主唱）

Canaan Fong（Goomusic's project executive）

### 主題4&5：作詞作曲大師班

講者：馮翰銘（資深製作人）

梁栢堅（知名填詞人）

### 主題6&7：宣傳文案設計

講者：Anthony Sung（扭耳仔編輯）

Moment Hung（扭耳仔編輯）

### 主題8：Jamming Session

搶耳單位即興演奏Jamming單元，相互碰撞新火花。



廠牌訓練營  
RECORD LABEL DAY CAMPS





# 音樂大講堂 PUBLIC TALKS



音樂大講堂共有4節，免費開放給公眾參加，探討音樂產業發展狀況、音樂經營之道。由資深專業人士與搶耳單位及大眾分享音樂產業發展趨勢，提高社會大眾對音樂創意產業的認知與了解。主題涵蓋：組Band之道、本地音樂節經營之道、音樂錄像業界狀況，以及本地電影配樂業界發展。



## LMF二十年：做番自己，堅守良音

時間：2019年9月3日 18:30 - 20:00  
地點：中環中心H6 CONET  
講者：Prodip、Davy、MC仁  
主持：袁智聰

「LMF三位元老成員，同大家重返當年LMF前身組成經過現場，重聽大懶堂可以有幾懶，回看樂壇班霸可以有幾霸，點樣揸緊中指捍衛自由，如何我愛香港，成就今年二十祭的一個本土傳奇。」

## 集節氣煲本地薑：本地音樂節可以有幾辣？

時間：2019年9月3日 20:30 - 22:00  
地點：中環中心H6 CONET  
講者：康家俊@wow and flutter  
主持：黃靖

「本地大型音樂節wow and flutter策劃人康家俊，細說如何以雜音為香港集氣，回首當年自資搞Indie Show之初、903樂勢力大閱Band開創河水泛井水、到其他不同Band Show的苦與樂二三事，有辣有唔辣！」



## Music + Vision：我們都是睇MV大

時間：2019年9月25日 18:30 - 20:00  
地點：中環中心H6 CONET  
講者：「雞蛋蒸肉餅」樂隊、區雪兒  
主持：黃志涼

「究竟點解區雪兒導演拍王菲及黃耀明MV可以有咁型得咁型，而GDJYB又可以將雞蛋蒸肉餅MV拍出睇到都好好味嘅型格效果，兩代不同優秀MV製作高手，跟大家重新認識MV可以有幾好睇！」

## 聽齣好戲：電影配樂有好多種

時間：2019年9月25日 20:30 - 22:00  
地點：中環中心H6 CONET  
講者：泰迪羅賓、李端嫻  
主持：亞里安

「當《點指兵兵》碰上《那個凌晨，我坐上旺角開往大埔的紅Van》，泰迪羅賓與李端嫻兩位本地資深電影配樂人，穿越港產片的光影時空，從上世紀70年代走到21世紀，電影配樂到底有幾多種，化有限為無限，玩之不盡。」







## 搶耳音樂節2020春 EAR UP MUSIC FESTIVAL 2020 SPRING

搶耳單位最後12強出演搶耳音樂節，登上麥花臣舞台，展現音樂實力，角逐四大獎項：「搶耳觀眾獎」、「搶耳大賞」、「搶耳表演獎」、「搶耳創意獎」，貫徹獨立廠牌精神，合力拓闊樂壇光譜。

時間：2020年1月18日及19日，19:00 - 22:30  
地點：麥花臣場館

**表演嘉賓**  
**Hugar (Iceland)**  
**Serrini**

**演出單位**  
**VIRT**  
**The Flashback**  
**Charming Way**  
**iii**  
**Clave**  
**何英瑋與牧民**  
**The Hertz**  
**Luna Is A Bep**  
**SUNSET OR RISE**  
**陳嘉**  
**Club Fiasco**  
**假日貞操**



## 9% 搶耳廠牌單位 EAR UP MENTEES

### 陳嘉 CHANKA

主唱 / Vocal : 陳嘉 CHANKA  
結他 / Guitar : Shun  
低音結他 / Bass : Hin  
鼓 / Drums : Dickson  
音效 / Program : MAEL

前衛民謠的氛圍與迷幻電音的獨立音樂人。她的音樂旨在觸動人心，不受題材曲風所限，天馬行空；時而溫文爾雅，時而光怪陸離。陳嘉把哲學、藝術、把生命中遇到的怪誕、不公與荒唐通通寫進曲子裏，以輕描淡寫的唱腔，唱出了一抹麻醉和一絲靡爛。

Atmospheric, folk-inflected progressive rock stirred together with smooth, downtempo electronic textures, from the Hong Kong based singer/songwriter equipped with a deceptively frail voice. However, CHANKA's music favours emotional impacts over everything else, making her work ever-evolving, always ambitious and sometimes genre-breaking.



### Charming Way

主唱及鍵琴 / Vocal & Keyboard : Cheung Ming Wai  
結他及電子合成器 / Guitar & Synth : Wong Ka Lun  
低音結他 / Bass : Li Siu Wai  
鼓 / Drums : Chan Wai Lun

Charming Way 成員分別有主音張明偉 (Aaryn)，鼓手陳偉倫 (Terry)，結他手黃嘉麟 (Kalun) 和低音結他手李兆偉 (Ajax)。因為出生於英治時期的香港，保留著一份殖民地香港人的情懷，他們的音樂被形容為具有復古味的Alternative Rock。通過將上世紀90年代英國樂隊盛行的聲音與廣東曲式的旋律融為一體，他們創造了一種既懷舊又新穎的音樂風格。

縱使他們的音樂是以英文為主，但歌曲題材卻離不開香港這個地方，自己身邊的人和事。而原因是希望除了本地聽眾外，他們希望把這裡的故事和想法唱給香港以外的人聽，讓全世界人能夠聽見屬於他們的聲音。

Charming Way is a Hong Kong indie band, their music is described as classic rock & roll with a vintage vibe. By integrating the sounds of British bands from the 1990s with canto-style melodies, they created a sound that is both nostalgic and fresh to the ears.

Despite the fact that their mother tongue is Cantonese, their songs are primarily in English because they want their audience regardless of nationality to be able to understand their story and ideas, being born in British colony Hong Kong before its return to China. They want their voices to be heard not just by the locals, but by people all around the globe.





## Clave

主唱 / Vocal : Vivienne  
 鍵琴 / Keyboard : Elle  
 低音結他 / Bass : Anson  
 鼓 / Drums : Horace  
 結他 / Guitar : Larry  
 長笛/色士風 Flute / Saxophone : King

Clave是一種源於非洲非裔古巴人爵士樂的樂器及節拍，常用於各種音樂類型，例如：森巴、爵士樂、莎莎等等。這種節拍能出現在不同類型的音樂裡，以不同的面貌融入音樂之中。Clave成立於2015年尾，初期以neo-soul風格為主，期後把funk、city-pop及fusion等風格加入創作中，希望與「Clave」一樣，能創作出不同風格的音樂，亦以各種不同的聲音呈現成員們理想中的律動。

Clave, as a rhythmic pattern, has lots of ways to express the grooves. It is commonly used for temporal organisation in Afro-Cuban Jazz. It can also be found in different kinds of music such as samba, jazz, salsa etc. We describe clave as a diversified and flexible pattern. We started the band Clave in late 2015, with a few original songs with neo-soul, R&B, Funk and Pop style. We gather to create songs in various genres to express our ideal grooves.

## Club Fiasco

樂手 / Musician : Herman K  
 主唱 / Vocal : Kenneth Tsang

Club Fiasco是一隊由全才音樂人Herman Kwan和Modern Children主音歌手Kenneth Tsang組成的音樂組合。他們的音樂風格以上世紀80-90年代的電子音樂為主調，所製作的音樂比較輕鬆和「chill」，令聽眾能放鬆心情，享受其中。

Club Fiasco is a music collaboration of the all-round musician Herman Kwan and the lead singer of Modern Children Kenneth Tsang. They are an indie alteronica collective based in Hong Kong with a heavy influence from 1980s and 90s' music. The music they create is kind of relaxing and chill, which allows audiences to relax while listen to them.







## Delta T

製作人、DJ及說唱 / Producer, DJ & Rapper : Delta T

Delta T a.k.a. Reg (前清晨樂團)，是一位香港說唱歌手/DJ及音樂製作人，其音樂風格主要為Hip Hop、EDM (progressive house、tropical house) 及電子流行音樂。

2018年Delta T以清晨樂團推出2首電音單曲《我們已經不再寄望未來》及《VR》，其中《我們已經不再寄望未來》最高成功打入KKBox風雲榜粵語新曲第10位，同年為渣打香港馬拉松擔任大會DJ。2019年Delta T獨立發展，推出單曲《國王的救生衣》及《斷捨離》，並受邀到韓國首爾為品牌彩妝秀作DJ演出。2020年Delta T將推出首張個人唱片專輯。

Delta T a.k.a. Reg (ex. Daybreak Eclipse) is a Hong Kong rapper / DJ and music producer with mainly Hip Hop, EDM (progressive house, tropical house) and electronic pop music.

Delta T released 2 singles "We Don't Expect Anymore" and "VR" with the Daybreak Eclipse in 2018, and "We Don't Expect Anymore" was in the 10th place of KKBox's Cantonese new song chart. In the same year, Delta T DJ for the Standard Chartered Hong Kong Marathon. In 2019, Delta T developed independently, he released the singles "The Emperor's Life Jacket" and "Danshari", and was invited to Seoul, South Korea having DJ performances in a beauty brand's makeup show. Delta T is going to release his first solo album in 2020.P

## eli (everlasting illusion)

主唱及結他 / Vocal & Guitar : Sun Yu  
結他及鍵盤 / Guitar & Keyboard : Miu Tham  
低音結他 / Bass : Benson Koo  
鼓 / Drums : Anthony Ng

eli由2009年組成至現在，喜愛頗有節奏張力的英倫曲風、另類搖滾、電子搖滾樂等。

eli "Ever lasting illusion" 希望用音樂帶給人「永恆的幻象」去追尋夢想。

eli, founded in 2009, performs rhythmic music with tension varying from British, alternative to electronic rock.

eli "Ever-lasting illusion" wishes to present you the infinite illusions during chasing dreams with music.





## 搶耳廠牌單位 EAR UP MENTEES



### 何英璋與牧民 Ewanho & Movement

主唱 / Vocal : EwanHo  
結他 / Guitar : Marco  
低音結他 / Bass : Adoss  
鼓 / Drums : 大眼

牧民樂隊由一群純樸、自由和浪漫之徒所組成。

他們愛帶着樂器，用音樂這國際語言四處交友，隨心而發。因為隊員的性格各有不同，所以曲風格調也各有千秋。他們自稱其音樂為城市民謠（City Folk），常常即興創作，令人驚喜。他們希望用音樂去關心世界、社會和你；也希望用真實的歌詞和幽默的手法，成為漆黑中的螢火蟲。他們很喜歡在市集、啤酒節、音樂節及街頭等場合演出，但最過癮的還是在旅途當中唱歌。

We are a group of pure, free and romantic people. We love making friends with musical instruments (music is an international language). We follow our heart to sing. Due to different personalities of our members, our music consists of various styles. Also, we often surprise people by improvisation.

### iii

主唱及鍵盤 / Vocal & Keyboard : iii  
鍵盤1 / Keyboard 1 : Perry Lau  
鍵盤2 / Keyboard 2 : HimHim Liu  
鼓及打擊樂 / Drums & Percussion : HeiHei Ng

享受在台上的每一刻，喜歡用肢體跟觀眾交流，亦希望將自己眼中的世界透過曲、詞、編呈現出來，音樂風格還在不停探索中。

本地獨立樂隊SoundTube主音，畢業於香港演藝學院，主修作曲。於2017年參加「2017臺北周末音樂不斷電」比賽，順利入圍並獲邀到台灣進行實地徵選。除了製作自家作品外，亦會為廣告及微電影配樂，最近的作品有黃飛鵬導演的〈一雙〉。

Enjoy every moment on stage, love to interact with audiences through body movements. iii uses melodies, lyrics and arrangement to represent the world in her eyes. She is still exploring different music styles.

Vocalist of the Hong Kong band "SoundTube", graduated from the Hong Kong Academy for Performing Arts with music composition as her major. In 2017, iii participated in the "My Sound My Way (2017臺北周末音樂不斷電)" competition in Taipei, entered the second round and was invited to Taiwan for audition. Besides producing her own works, she also scores for advertisements and micro-films, the latest work is <A Pair Of> by director Wong Fei-Pang.





## Luna Is A Bep

本地獨立說唱女歌手。喜歡文字，2018年開始創作與演出，作品有「#麻甩系」、「唔鐘意錢」、「快」等，歌曲主題多環繞生活，講錢、講麻煩人、講愛人、講交友APP都可以寫一通。

Hong Kong based female rapper. Loves writing and putting all her thoughts into creation. Starting the writing journey since 2018, she had created works including '#麻甩系', 'Don't Like \$\$', 'You Go To The Left' etc. Always funny.



## SAGAS

主唱 / Vocal : Cyrill  
低音結他 / Bass : Dani  
鼓 / Drums : Tin

SAGAS 的音樂類型以Pop Rock 為主，歌曲中亦有加入Synthesiser 和Acoustic 的原素！主要成員由Cyrill、Dani、Tin在2014年尾組成。SAGAS的意思是歷險故事。我們以音樂跟大家分享人生上的歷險故事，描繪出生活的色彩，重遊過去的感動，勇敢地面對未知的將來！而我們的歌曲靈感大多來自一個詞彙、一個故事，或當下的感覺。我們嘗試用最熱情、最簡單直接的旋律與編曲去演奏，希望能以音樂與聽眾有最直接的聯繫！

SAGAS's music elements mainly consists of Pop Rock, with Acoustic and Synthesiser as well. SAGAS was formed by Cyrill, Dani and Tin in November 2014. All our songs come from a word, a story, and feeling at the moment. We express our feelings with our song writings and performances all straight from heart! We try to play the simplest music which arranged with the influent melody to connect with the audience.

We would like to share our stories, feelings and experiences and hope to bring some love, hopes and powers to the world! SAGAS's original songs are published on different platforms, including YouTube, iTunes, Apple Music, Spotify, kkbox, JOOX .....and more since 2015.



## 搶耳廠牌單位 EAR UP MENTEES



## SENZA A Cappella

女高音 / Soprano : Miri Leung  
女低音及人聲敲擊 Alto & Vocal Percussion : Peace Lo  
男高音及人聲敲擊 Tenor & Vocal Percussion : Calvert Fu  
男中音 / Baritone : Dennis Tsui  
男低音 / Bass : King Lam

SENZA A Cappella (SENZA) 是一隊混聲無伴奏合唱組合，於2018年正式推出第一首原創歌《四分鐘》。「Senza」一字本為意大利文，解作「沒有」，跟組合「沒有伴奏」的風格相符。組合希望在兩年內可以創作更多自己的歌並推出第一張專輯。

SENZA A Cappella is a mixed voice a cappella group. The name 'senza' is an Italian word meaning 'without', which coincides with its unique a cappella singing style where songs are performed without musical instruments. SENZA has released their first original song '4 minutes' to the public in June 2018 and plans to release more original songs along with an album within 2 years.

## SUNSET OR RISE

主唱 / Vocal : Tammy  
主唱及結他 / Vocal & Guitar : Tomy  
客席低音結他 / Supporting Bass : Logout@FreshLife  
客席鼓 / Supporting Drums : 威倫@Noisy Charlie

音樂組合SUNSET OR RISE於2016年11月成立，由男主音及結他手TOMY HO及女主音TAMMY KWONG組成。

「SUNSET」和「SUNRISE」兩個本體同一也相對的狀態代表著「一體的世界」裡「各種人生相對的想法」，而我們每一個人經歷的千千萬萬個選擇成就了今天的自己。二人對音樂的熱誠，使他們決心以音樂創作與世界分享他們對人生的想法。音樂風格偏向節奏鮮明的曲風，但不限於某一個特定的類型，演出方式亦不限，希望能在音樂創作及演出上造出不同的可能性。

SUNSET OR RISE was formed in November 2016 by the male lead and guitarist TOMY HO (who was the Supporting Guitarist for the band SUPPER MOMENT concert) and the female lead TAMMY KWONG. "SUNSET" and "SUNRISE" are from the same sun but in opposite states representing the "relative thoughts of all life" in "One World," and we all made choices to become today's self. These two people are passionate about music and decide to share their thoughts of life with music. Our music is more towards the rhythmic style but not limited to a specific style. We also open to any ways of performance so as to be more expressive as in music.







## The Flashback

主唱及結他 / Vocal & Guitar : Season Chan  
結他 / Guitar : Seraph Hung  
低音結他 / Bass : Ian Cheung  
鼓 / Drums : Rocky Wong

閃回樂團 (The Flashback) 是香港獨立、另類搖滾樂隊，於2018年正式成立。Flashback的意思是電影中的「閃回」鏡頭，指「從線性故事中插入過去的一連串蒙太奇鏡頭」。我們都是電影狂熱者，相似的电影和藝術品味啟發了樂隊的創作。

Formed in 2018, The Flashback is a Hong Kong Indie Rock/Alternative Rock Band. The word "Flashback" means a transition in a movie to an earlier timeline. We're all hardcore movie lovers, and this is what brings us together with similar tense of aesthetic.

## The Hertz

主唱 / Vocal : Herman Wong  
結他 / Guitar : Ricky Wu  
低音結他 / Bass : Ray Sze  
鍵琴 / Keyboard : Him Hui  
鼓 / Drums : Marco Leung

聲音，可以指由不同的頻率組成，亦可以指因不同的事件而形成。

樂隊成立於2018年，其歌曲、歌詞內容寫實。五位成員擅長不同的音樂風格，卻有著相同的理念，想要透過音樂表達自己，化作語言，傳遞訊息，彷彿為「聲音」添上質感，令人感受到聲音的重量。

The audible world is made of the diverse spectrum of frequencies. These frequencies could as well represent various events.

The Hertz, formed in late 2018, is a band that combines the everyday reality with music. Each of the five members has very different fortes and interests in terms of music genres, which combined into a unique style of the band. The band is dedicated to expressing its beliefs and social values by turning such ideas into the basic unit of frequency and the universal language of music.







## 楊雅餘 Uka Yeung

楊雅餘UKA YEUNG，一位喜歡大自然、旅行和探索新事物的女孩。畢業於數碼音樂及媒體系，大專時期，立志成為以木結他及文字音樂記載生活的唱作人，開始追尋音樂夢想。2014年，參與香港兩個大型的電視節目歌唱比賽。歌曲走清新的自彈自唱風格及民謠路線，至今創作的十多首原創歌曲，均包辦曲詞創作。2018及2019年分別在各大音樂平台發佈〈偏偏〉、〈皺眉頭〉、〈實在的奢望〉、〈漂泊之樂〉、〈遺憾美〉等作品。

Uka Yeung, who graduated from department of Digital Music and Media. When she was a student, she started to chase her dream by using guitar and words to write her own songs.

In 2014, Uka joined two local singing contest competitions organized by TV broadcasting companies. Her music style is acoustic folk, and she writes more than 10 songs since her first song. She has released five own songs, 'Pin Pin', 'Mei Tao', 'extravagant' etc. on music platforms in both 2018 and 2019.



## 假日貞操 Virgin Vacation

結他及合成器 Guitar & Synth : Wing Chan

結他 / Guitar : James Hedges

低音結他 / Bass : Chin Ho Chan

鼓 / Drums : Step Ip

假日貞操是一隊由三男一女在職藝文人於2018年組成的本地實驗器樂樂隊。擅長利用現場即興的音樂演奏和具節奏感的編曲風格合成出迷幻的聲景。若音樂就是對話的媒介，「假日貞操」的音樂便像是擁有兩個極端想法的人在嘗試溝通。一端是強調結構簡潔而具邏輯的編曲，近乎Krautrock的推進力，多變且連綿不絕的節奏旋律。而另一端則是不受任何法則拘束的混合自由爵士樂及即興新音樂的翻動，脫離調式音樂的概念，著重於即興奏樂結構性與非結構性之間。

時而配合，時而對立，兩種不同的聲音在互動的一個音樂實驗。

Virgin Vacation is an instrumental group that uses minimal repetition and free improvisation to create hypnotic and spiralling soundscapes which are constantly in flux.

Virgin Vacation is a music experiment in exploring new sounding through combining both structural and non-structural music forms.

The group's members are Wing Chan (guitar, effects, synthesiser), Step Ip (percussion, electronics), Chan Chin Ho (bass) and James W. Hedges (guitar, effects).



## 搶耳廠牌單位 EAR UP MENTEES



### VIRT

主音 / Vocal : Harley  
結他 / Guitar : Danny  
鍵琴 / Keyboard : Hugo  
低音結他 / Bass : Sunny  
鼓 / Drums : Daniel

VIRT — 矢志創作別出心裁的音樂，讓人耳目一新。

VIRT 成員包括主音Harley、結他手Danny、鍵琴手Hugo、低音結他手Sunny及鼓手Daniel。

成軍後樂隊嶄露頭角，並在成立首年贏得香港區內三個樂隊大賽的冠軍。

藉著糅合另類搖滾、前衛搖滾、融合爵士、數字搖滾塑造讓人耳目一新的曲風，他們正累積不同的表演經驗，讓其音樂得以傳揚。

VIRT - an undefined genre with a refined sound.

VIRT is a five-piece band consisting of vocalist Harley, guitarist Danny, keyboardist Hugo, bassist Sunny and drummer Daniel.

Despite being a young band, they have made a splash in the indie band scene, winning three major band competitions in the first year of their formation. With their unique blend of prog/alt rock, fusion and math rock, they are gradually building an audience base through numerous performances across Hong Kong.

### Wake in Silence

主唱 / Vocal : Sirena  
主唱及低音結他 / Vocal & Bass : Chick  
結他 / Guitar : Ogent  
結他 / Guitar : Marco  
鼓 / Drums : Daniel

大音希聲 大象無形

起於寂靜 止於囂鳴

讓原始的感情在沉默中得到甦醒

作品中青澀直白的字句與夾帶些許悲傷的音樂融合

醞釀出對自我情緒最為真誠的表達

Wake in Silence is a post-hardcore band based in Hong Kong that devotes in the unique creation .We would like to share our music to awake the deepest emotions inside your heart and express our own feelings. Enjoy the auditory feast!









## 關於搶耳音樂 ABOUT EAR UP MUSIC



「搶耳音樂」為文藝復興基金會創立的音樂品牌，下設「搶耳博覽」及香港特別行政區政府「創意香港」贊助的「搶耳音樂廠牌計劃」、「搶耳全球」及「搶耳巡演」等項目。其中，「搶耳博覽」旨在以香港為中心，作為業界支援和後盾的多元平台，連結亞洲及全球音樂人和從業者，融匯各方創意和商機，為新音樂、新廠牌發掘演出及交流合作的機會。「搶耳音樂廠牌計劃」旨在培育香港音樂人創立及發展自己的音樂廠牌；「搶耳全球」透過安排及贊助香港音樂人參與世界知名音樂節演出，讓他們與國際音樂同業交流，以擴闊音樂視野；「搶耳巡演」側重市場推廣，通過實戰協助香港音樂人具策略地推廣自己的音樂，吸引聽眾，拓展內地音樂市場。

Ear Up Music is a music brand established by Renaissance Foundation, with 'Ear Hub' and other projects sponsored by Create Hong Kong of the HKSAR Government such as 'Ear Up Incubation', 'Ear Up Music Global', and 'Ear Up Tour'. Ear Hub aims at promoting creativity and innovation, as well as strengthening music connections among Hong Kong, other regions in the Asia Pacific and the rest of the world by organizing a series of music events ranging from showcases, industry forums, roundtables to a music festival annually. Ear Up Incubation aims at empowering young Hong Kong music talent through education and mentorship, with a view to creating a more sustainable and diverse music ecology. Ear Up Global aims at offering young Hong Kong music talent an opportunity to perform on the global music stage, while providing international exposure to more established music acts. Ear Up Tour aims at providing comprehensive support and sponsoring Hong Kong indie music talent to perform, promote and build up brands in the Mainland.

## 關於文藝復興基金會 ABOUT RENAISSANCE FOUNDATION



文藝復興基金會是紮根香港的非牟利慈善文化機構，於2012年創辦，致力於培育下一代創意人才，持續資助獨立創作，孵化文化產業新網絡，並搭建進軍國際的專業平台。基金會匯聚國際及兩岸三地創意先驅，傳承創作經驗，期望連結多元社群，以創新的視野和態度，改善社區，為公民社會拓展空間。

基金會長期推動獨立音樂、影像、文字及跨界別藝術等範疇的發展。至今已獲得香港特別行政區政府民政事務局、商務及經濟發展局「創意香港」、利希慎基金等機構資助，以及各類私人捐助。

Founded in 2012 and based in Hong Kong, the Renaissance Foundation, a non-profit charitable organization, is dedicated to nurturing upcoming generations of young creative talent. It sponsors independent creation and incubates new networks of cultural industries, establishing a professional platform to facilitate entry into international markets. The Foundation links up creative pioneers in the international arena with the like-minded communities in Hong Kong, Macau, Taiwan and the Mainland. It imparts creative experiences with innovative visions and attitudes that improve lives and expand horizons in civil society.

The Foundation has been a long-term advocate for the development of independent music, film, creative writing and multi-disciplinary arts. To date, grants have been obtained from the Home Affairs Bureau and Create Hong Kong of the Government of the Hong Kong Special Administrative Region (HKSAR Government), Lee Hysan Foundation as well as various private donors.

Our goal: Promoting Cultural Diversity Through New Waves Of Young Creatives

## 關於創意香港 ABOUT CREATEHK



「創意香港」是香港特別行政區政府於2009年6月成立的單位，隸屬商務及經濟發展局通訊及創意產業科，專責推動香港創意產業的發展。現時的策略重點為培育人才及促進初創企業的發展、開拓市場，以及推動香港成為亞洲創意之都，並在社會營造創意氛圍。

Create Hong Kong (CreateHK) is a dedicated agency set up by the Government of the Hong Kong Special Administrative Region (HKSAR Government) in June 2009. It is under the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau and dedicated to spearheading the development of creative industries in Hong Kong. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community.







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泰迪羅賓 Teddy Robin

馮翰銘 Alex Fung

李端嫻 Veronica Lee

miso tech

Jan Lo@秋紅

康家俊

區雪兒

雞蛋蒸肉餅GDJYB

Davy@LMF

Yuman Ng

周華欣 Linda Chow

Cloudian

韋正禮

Canaan Fong

Hugar

Andy Tan

Moment Hung

Denise Lau

Shirley Wong

Anthony Wong@PMPS

Jason Choi@PMPS

Brian Leung

馮穎琪 Vicky Fung

周博賢 Adrian Chow

于逸堯 Yu Yat Yiu

肥仔明

袁智聰

黃靖

黃志淙

Prodip@LMF

MC仁@LMF

Serrini

話梅鹿 Prune Deer

梁栢堅

Raymond Wong

Soft Liu

Dex Ng

Miranda Ho

Anthony Sung

Vivian Chau

Jeff Cheng

Wallace Kwok@PMPS

Cindy Chau@PMPS

搶耳廠牌單位相片形象指導  
Ear Up Mentees' Photo image consultant

Yeeli

搶耳廠牌單位相片服裝指導  
Ear Up Mentees' Photo wardrobe consultant

Sam@小時光

搶耳廠牌單位相片創意指導  
Ear Up Mentees' Photo creative consultant

Edwin Lung

主視覺設計  
Main Visual Design

超載舞步  
Overload Dance

攝像團隊（搶耳廠牌單位介紹相片除外）  
Photo Shooting  
(Except Ear Up Mentees' biography photo)

ODYSS VISUALS

影片製作  
Video Production

ODYSS VISUALS

書刊設計  
Booklet Design

CCplus

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